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IMPORTED FRUIT REACHES CHONGQING

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Report Highlights:

Another nexus in China's imported fruit distribution network is Chongqing, one of the country's major citrus production regions. Covered by two local distributors, imported apples, bananas, grapes, and oranges are available for most of each year. These distributors purchase their imported fruit from Guangdong's major imported fruit wholesale markets and not from local companies that directly import from overseas.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
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Executive Summary

Imported Fruit in Chongqing

Another nexus in China's imported fruit distribution network is Chongqing, one of the country's major citrus production regions. Covered by two local distributors, imported apples, bananas, grapes, and oranges are available for most of each year. These distributors purchase their imported fruit from Guangdong's major imported fruit wholesale markets and not from local companies that directly import from overseas. Fruit sold by the Chongqing distributors sometimes goes to other local wholesalers in the smaller cities surrounding Chongqing, such as Jiangjin, a hour away by vehicle.

Of the two local distributors handling imported fruit, the Jinguowang company, also known as SAO, is probably the biggest. During the high sales period, May to October, their product turnover on average is 100 tons per week. The company has been distributing imported fruit in the Chongqing area for approximately four years and according to the general manager, Mr. Wang Xiu-zong, each year they seem to do more business than the previous one. The general manager feels that rising local incomes and maintaining cold storage has done the most to help his business. At Chongqing's Caiyuanba fruit wholesale market, his company maintains a six ton capacity cold storage facility. His company's sale volume from November to April tends to be low, because the local citrus crop is available for local consumption and their prices compared to imported fruit are very inexpensive. For example, in mid November at the market, locally grown navel oranges were for sale at approximately 1.80 Yuan (\$0.22) per kilogram and grapes from northern China at around four Yuan (\$0.48) per kilogram.

SAO sells imported apples, grapefruit, kiwifruit, plums, oranges, and table grapes. The general manager says that table grapes are his best sales item. To check for freshness, the general manager says that buyers often closely examine the grapes' vines and stems, the greener the vines and stems the greater preference to buy the grapes. Table grapes with darker vines and stems tend to be shunned by buyers. Imported grapefruit is a relatively new item for the company. The general manager mentioned that sales are not too good for that item at the present time, because local people are not used to the taste. During mid November, the company's table grapes originated from Chile, grapefruit from Israel, and oranges from South Africa.

SAO sources most of its imported fruit from Guangdong's Huadu Fruit Wholesale Market, north of Guangzhou. Some also comes from the Lishui Fruit Wholesale Market, located in Nanhai, west of Guangzhou. To transport the imported fruit from Guangdong to Chongqing, the company mainly relies on trucks.